



**Town of Bluffton**  
Request for Proposals  
*Professional Planning Services*  
RFP #2009-26

**Overview**

The Town of Bluffton is requesting proposals from consultants for multiple professional planning services, including the preparation of a revised Zoning and Development Standards Ordinance (ZDSO) for the Town that addresses sustainable development ideals and smart growth land development principles. New documents should identify and propose advanced techniques for the management of land use and environmental concerns (i.e. stormwater runoff, wetland encroachment, tree preservation) affecting the coastal zone and address other planning elements identified in the 2007 Comprehensive Plan update. The provided services are envisioned to develop a set of new documents that will supplant the existing ZDSO and become the organizing framework for new growth in the Town while supporting continued improvements throughout other parts of the Town. Revised codes should consider a variety of land use planning techniques and include a focus on those methods that specifically achieve the development of an enhanced public realm while creating memorable, long-lasting locations with a strong sense of place.

**Instructions on Submitting Proposals**

Sealed proposals, including all necessary documents, are due by July 20, 2009 at 3 pm at Town Hall, P.O. Box 386, 20 Bridge Street, Bluffton, South Carolina, 29910 clearly marked as: **RFP for Professional Planning Services**. Offerors should submit one (1) original and four (4) copies by the stated deadline.

**Questions**

Questions should be addressed to Chris Record via email, [crecord@townofbluffton.com](mailto:crecord@townofbluffton.com), or fax, (843) 706-4515. Questions should be submitted in written form, and questions & answers will be posted on the Town's website at [www.townofbluffton.com](http://www.townofbluffton.com). The deadline for submission of questions by offerors shall be seven calendar days prior to the above-referenced proposal submission deadline.

**Background**

The Town of Bluffton was officially incorporated in 1852 and comprised approximately one square mile. This original one square mile of Bluffton is referred to as the Old Town. During the past nine years, Bluffton experienced tremendous growth and prosperity having expanded its territory from one

square mile to approximately fifty-four square miles through the annexation of large parcels of undeveloped land.

As a result of this rapid expansion, the Town updated its Comprehensive Plan in 2007 in effort to better articulate the prevailing goals of the community. The Comprehensive Plan provides a guiding document to direct a work program to implement principles and activities reflecting the community goals. Through this process, it has become apparent that many of the Town's adopted ordinances, manuals, and processes are in need of revisions or additions to allow development standards and principles to be more in concert with the goals of the 2007 Comprehensive Plan update.

### **Scope of Services**

The Scope of Services to be provided by the Consultant shall include, but not be limited to, the elements defined in this RFP. The Town expects ordinances and other products that are tailored to meet the specific needs and unique conditions of the Town of Bluffton. More specifically, submittals should identify team expertise in preparing work products that regulate the built form in a manner that promotes a network of interconnected blocks and streets that are pedestrian friendly and complete in character. Proposals should feature consultant teams with specific experience in the development of codes, ordinances and procedures that also promote compact walkable environments and direct new development toward infill and redevelopment while also improving certainty and predictability in the development process.

The Consultant must become familiar with the Town of Bluffton's 2007 Comprehensive Plan update, the Buck Island Simmonsville Neighborhood Plan, the Old Town District Code, and the existing ZDSO, as well as the existing stormwater ordinances, the Stormwater Design Manual, and other technical documents. Additionally, consultant teams should become aware of the current planning process. Consultant teams should be interdisciplinary in nature and show demonstrated experience in crafting land development regulations that address urban design, public works, environmental preservation and economic development as well as innovative zoning and land use management strategies.

The contract to be awarded may be a Master Services Agreement (MSA) Contract, under which specific tasks may be authorized on an indefinite work release agreement schedule. Planning and Community Development staff will be administering the project and will be the point of contact. Acceptance of this MSA will not guarantee that the selected consultant will be sought for all planning services authorized by the Town. The cost structure for this work may be based upon hourly rates not to exceed a certain specified amount or as lump sum.

The Comprehensive Plan, Zoning and Development Standards Ordinance and other important planning and technical guidance documents can be found at

<http://www.townofbluffton.com/link.php?link=pgm@home>

### **Anticipated Project Tasks**

1. Attend meetings (min. 6) with Town Staff to discuss code additions, modifications, and alterations.

2. Make presentations to Town Staff regarding code additions, modifications, and alterations.
3. Engage community members and other stakeholders in the process.
  - A. Rewrite the Zoning and Development Standards Ordinance to reflect the goals of the Comprehensive Plan and other Town planning documents. The revised documents should include, but not be limited to:
    - i. Urban Form Map for the jurisdictional area of the Town of Bluffton,
    - ii. Streamlined application and review process for developments subject to the ZDSO,
    - iii. A Town-wide regulating plan and implementation strategy for the revised ZDSO,
    - iv. Development standards that address building form and the creation of an enhanced public realm.
4. Revise the Stormwater Ordinance and Design Manual to reflect inclusion of best management techniques and other measures specific to coastal zone environments that maintain the health of the May River and other receiving waterbodies in the community.
5. Make proposals for innovative environmental preservation and management techniques for protection of freshwater wetlands and coastal buffers.
6. Create sample Staff Reports and other templates that address proposed development standards and suggest administrative review and application processing procedures.

### **Anticipated Deliverables**

1. Drafts will be provided for public hearings, Planning Commission meetings, and Town Council meetings, as necessary.
2. All final project materials will be provided in both electronic and hard copy format.
3. Electronic format must be editable (no pdf or image files).
4. Upon satisfactory completion, all deliverables will become the property of the Town of Bluffton.

### **Requirements of Submittal**

A submitted proposal should include the following:

1. A cover letter and executive summary providing the highlights and basic information included in the proposal.
2. A description of your organization including general information about the firm and a description of the firm's capabilities and experience.
3. Describe your firm's approach to the project identifying concepts, techniques or tools that may be used to accomplish the tasks set forth in this RFP, as well as any potentially beneficial services beyond those requested in this document.
4. Provide three (3) references from organizations for which the firm has completed similar projects, along with contact information for these organizations.
5. Provide a list of any data, proposed use of Town staff and materials or supplies that the firm will expect of the Town.
6. Provide a sample work plan that defines how you will produce the products requested in this RFP. This should include descriptions of quality control procedures used and any sub-

consultants or associations with other firms that will be used and their respective responsibilities.

7. Provide a cost estimate of professional fees to undertake each task outlined in the Scope of Services. The cost estimate should include labor costs, any mark-up for reimbursable items, overhead, profit, and other direct expenses such as transportation, housing, printing, and per diem. A breakdown of labor costs, including position, hours, hourly rates of pay, and cost should also be provided. The specified projects will be either hourly not to exceed or lump sum contracts.
8. Provide an estimate of per meeting costs for additional meetings beyond those described in the Scope of Services. This work will be on an as requested/as needed basis.
9. Provide a description of the firm's experience on similar projects including samples of comparable work and resumes of all staff that would be assigned to complete tasks related to this RFP. One copy of each representative project sample will be sufficient, and can be returned to you at your request. If you are intending on utilizing any subcontractors, you will need to provide the same information for any subs.
10. Provide a statement that the Consultant has no conflict of interest with past, present, or known future policies, plans, or programs of the Town.
11. If a proposal contains proprietary information or trade secrets, such information must be submitted in a separate sealed and re-sealable envelope, and clearly marked as such.
12. Provide a detailed description of the firm's familiarity with the Town of Bluffton's ordinances, situation and conditions, and its ability to utilize local content.

#### **Proposal Evaluation Criteria**

Proposals will be evaluated based on:	Max Points Possible
A. Demonstrated Experience & Capabilities	35
B. Specific References	10
C. Qualifications of Key Personnel	15
D. Proposal Presentation	5
E. Proposed Pricing	20
F. Local Knowledge	15
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Total Possible Points	100

#### **Town of Bluffton Rights**

1. Proposals must be signed by an official of the company authorized to bind the offeror, and it shall contain a statement that the proposed price is good for a period of at least ninety (90) days from the submittal date.
2. The Town reserves the right to refuse any and all proposals and to waive any technicalities and formalities. The Town reserves the right to negotiate with all

qualified offerors. The Town may cancel this solicitation in part or in its entirety if it is in the Town's best interest to do so.

3. This solicitation does not commit the Town to award a contract, or to pay for any cost incurred in the preparation of proposals, or to procure or contract for any articles of goods or services.
4. The Town does not discriminate on the basis of race, color, national origin, sex, religion, age, or disability in employment or provision of goods or services.
5. The Town has the right to modify the proposal and final determination of services required as needed.
6. Although it is the Town's intent to choose only the most qualified firm to interview, the Town reserves the right to choose any number of qualified finalists for interview and/or final selection.
7. The Consultant shall not subcontract or assign the Contract or any portion thereof without the prior written consent of the Town. The subcontract shall incorporate by reference all provisions and conditions of the contract resulting from this RFP. The Town's approval of a subcontract shall not relieve the Consultant of any of its responsibilities, duties, or liabilities hereunder. The Consultant shall continue to be responsible to the Town for performance of the subcontractor, and the subcontractor, for all purposes, shall be deemed to be an agent or employee of the Consultant. Nothing in the Contract or any subcontract shall create any contractual relationship between any subcontractor and the Town.